

**Communities Putting Prevention to Work (CPPW)  
National Media Initiative — Message Testing**

**Attachment 3 to the HMTS Expedited Review Form**

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## **Attachment 3: Interview Protocol**

### **Communities Putting Prevention to Work (CPPW) National Media Initiative — Message Testing**

Public reporting burden of this collection of information is estimated to average 9 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

#### **I. INTERVIEW**

Thank you for taking the time to answer a few questions today. This interview will take about 9 minutes to complete. I will ask you for feedback on some draft messages related to your health and the health of others in your family and community. This could include people in your town, neighborhood, and place of worship or local organization.

Your participation is completely voluntary. You may stop the interview at any time. Your answers will be kept private. Your responses will only be seen by researchers who are working on this study. Your name, telephone number, and personal information will not be linked to your responses. There will be no risk to you.

If you have any questions about your rights as a participant, please contact the Institutional Review Board Office at Protection of Human Subjects Committee by phone at 919-405-1445 or e-mail: [PHSC@fhi360.org](mailto:PHSC@fhi360.org). You may discuss any concerns about participating in the interview.

I have several pre-recorded messages for you to listen to. First I will play the message then I will ask you a few questions. Please let me know if you need me to play the messages over to help you answer the questions.

#### **[Attitudes and Beliefs]**

1. Which of the following three statements best describes how you think the problem of obesity should be solved in your community? [Read options a-c, and mark the response that BEST describes how the respondent thinks about the problem of obesity.]

[Rotate a-c.]	
a.	Obesity is an individual problem that is best solved by people taking personal responsibility for what they eat and how physically active they are.
b.	Obesity is a community problem that is best solved by people working together to make it easier for everyone to eat healthy foods and be physically active.
c.	Obesity is <u>both</u> an individual and community problem that is best solved by people taking personal responsibility for what they eat and how physically active they are, and the community working together to make these behaviors easier to do.
d.	Don't know [do not read]
e.	Refused [do not read]

2. Before we begin with the messages, I'm going to read you a list of statements. For each one I would like to know if you agree, disagree, or feel neutral about the statement.  
 [If agree, follow up with:] "Would you say you strongly agree or somewhat agree?"  
 [If disagree, follow up with:] "Would you say you strongly disagree or somewhat disagree?"

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know (DO NOT READ)	Refused (DO NOT READ)
1	2	3	4	5	8	9
<b>Rotate A - B</b>						
a.	Adult obesity is a problem in my community.					
b.	Childhood obesity is a problem in my community.					
<b>Rotate C - D</b>						
c.	My community should do more to make it easier for adults to get healthy foods.					
d.	My community should do more to make it easier for adults to be active and do things like walk, bike, and play.					
e.	My community should do more to make it easier for children to get healthy foods and drinks.					
f.	My community should do more to make it easier for children to be active and do things like walk, bike, and play.					

A number of community organizations and programs across the United States are working to reduce obesity. There are different ways to look at the challenges of obesity and how this issue can be addressed. I'd like to get your reaction to a few messages about this topic. After each message, I'll ask you a few questions.

[Rotate messages 1-5]

1. Communities across America are looking for new ways to solve the problem of obesity. Our community surroundings, such as the types of foods that are available, can either hurt or help our personal efforts to be healthy. New community approaches that make more healthy foods available and create more places to be physically active can help us all live healthier lives.

***[New Ways]***

[Ask questions about this message.]

2. Obesity continues to be a problem in the United States. It needs to be addressed where we live, work, learn, and play. We can do this by creating more places for people to be physically active, such as parks, playgrounds, and biking and walking paths, and by making healthy food options, such as fruits and vegetables more available and affordable at stores and markets across our community.

***[Specific examples]***

[Ask questions about this message.]

3. Overweight children often become overweight or obese adults. We can start to reduce obesity in America by keeping our children healthy. By encouraging parents to feed healthy foods to their children and by working together to get healthier foods and physical activity into our schools, we can give all children a better chance to grow into healthy adults.

***[Focus on children]***

[Ask questions about this message.]

4. By tackling the problem of obesity, we are preventing chronic diseases that not only threaten Americans' health, but also hit all of us in the wallet by driving up medical spending each year. For example, 75 cents of every dollar spent on healthcare goes toward treating chronic diseases. Obesity prevention efforts are the best way to cut these costs.

***[Cost of obesity]***

[Ask questions about this message.]

5. High obesity and chronic disease rates place a huge economic burden on American businesses. A healthier workforce brings with it higher productivity, fewer work days missed, and lower health insurance costs. Investing in health – in the workplace and in the community – reduces health care costs, improves productivity, and makes America's economy stronger.

***[Economy and workforce]***

[Ask questions about this message.]

**Now, I'd like to get your reactions to a message about childhood obesity.**

1. Childhood obesity rates are starting to level off or drop in states and communities that have made broad, sweeping changes to make healthy foods and physical activity available in schools and communities. But

the work is far from over. We can continue this progress by supporting community efforts to make healthy living easier throughout the United States.

*[Continued funding]*

[Ask questions about this message.]

**Play the prerecorded message, and then ask the following questions for each message**

**3. Now I'm going to ask you to rate the following statements. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you agree or disagree with each of the following statements about this message.**

- 1 Strongly disagree..... Continue
- 2 Somewhat disagree..... Continue
- 3 Neither agree nor disagree..... Continue
- 4 Somewhat agree..... Continue
- 5 Strongly agree..... Continue

	<b>Strongly disagree</b> <b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Strongly agree</b> <b>5</b>	<b>DK</b> <b>8</b>	<b>RF</b> <b>9</b>
a. Overall, I liked this message							
b. I trust the information in this message							
c. This message said something important to me							
d. This message was convincing to me							
e. I am interested in this message							

**4. Who would you say this message is trying to reach? *Please check all that apply.***

- 1 You.....Continue
- 2 People like you.....Continue
- 3 Someone else..... Continue
- 4 None of these.....Continue

**5. Do you believe the information in this message?**

- 1. Yes.....
- 2. No.....

*If no:* What about the message is not believable?

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**6. Does this message motivate you do anything related to your health or the health of your family?**

- 1. Yes.....
- 2. No.....

*If yes:* What does it make you want to do?

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**7. Is there anything confusing, unclear, or hard to understand?**

- 1. Yes.....
- 2. No.....

*If yes:* What was hard to confusing, unclear, or hard to understand to understand?

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**[Demographics]**

**We're almost finished. Now, I'd like to ask you a few more questions about you.**

**8. [Record gender. Do not ask.]**

- ( ) 1 Male
- ( ) 2 Female

**9. Do you consider the area where you live to be? [Read responses 1-3 and allow respondent to select only one]**

- 1 Rural
- 2 Suburban
- 3 Urban
- 88. Don't Know/Not Sure (DO NOT READ)
- 99. Refused (DO NOT READ)

**10. Are there any children living in your household under the age of 18?**

- 1.  1 Yes
- 2.  2 No

**11. What are the ages of these children?**

- a. Child 1: \_\_\_\_\_
- b. Child 2: \_\_\_\_\_
- c. Child 3: \_\_\_\_\_
- d. Child 4: \_\_\_\_\_
- e. Child 5: \_\_\_\_\_
- f. Child 6: \_\_\_\_\_
- g. Child 7: \_\_\_\_\_
- h. Child 8: \_\_\_\_\_

**12. Has a health care professional ever told you that you are overweight or at risk for being overweight?**

- 1 Yes
- 2 No
- 88. Don't Know/Not Sure (DO NOT READ)
- 99. Refused (DO NOT READ)

**13. Has anyone else in your household been identified by a health care professional as being overweight or at risk for being overweight?**

- 1 Yes
- 2 No
- 88. Don't Know/Not Sure (DO NOT READ)
- 99. Refused (DO NOT READ)

**14. What is the highest level of education you have completed? [If needed, read responses 1-7 and allow respondent to select only one]**

- 1 Grade school
- 2 Less than high school graduate/some high school
- 3 High school graduate or completed GED
- 4 Some college or technical school
- 5 Received four-year college degree
- 6 Some post graduate studies
- 7 Received advanced degree
- 88 Don't Know/Not Sure (DO NOT READ)
- 99 Refused (DO NOT READ)

**15. Which of the following categories best describe your total, annual household income?**

**[Read responses 1-7 and allow respondent to select only one]**

- 1 Under \$20,000/year
- 2 \$20,001 - \$30,000/year
- 3 \$30,001 - \$40,000/year
- 4 \$40,001 - \$50,000/year
- 5 \$50,001 - \$60,000/year
- 6 \$60,001 - \$80,000/year
- 7 \$80,001 - \$100,000/year
- 8 Over \$100,000/year
- 88 Don't Know/Not Sure (DO NOT READ)
- 99 Refused (DO NOT READ)

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Thank you very much for your time. I don't have any further questions for you today.

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